The Fifth Estate

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Broadcasting Apr 7

C1750-1

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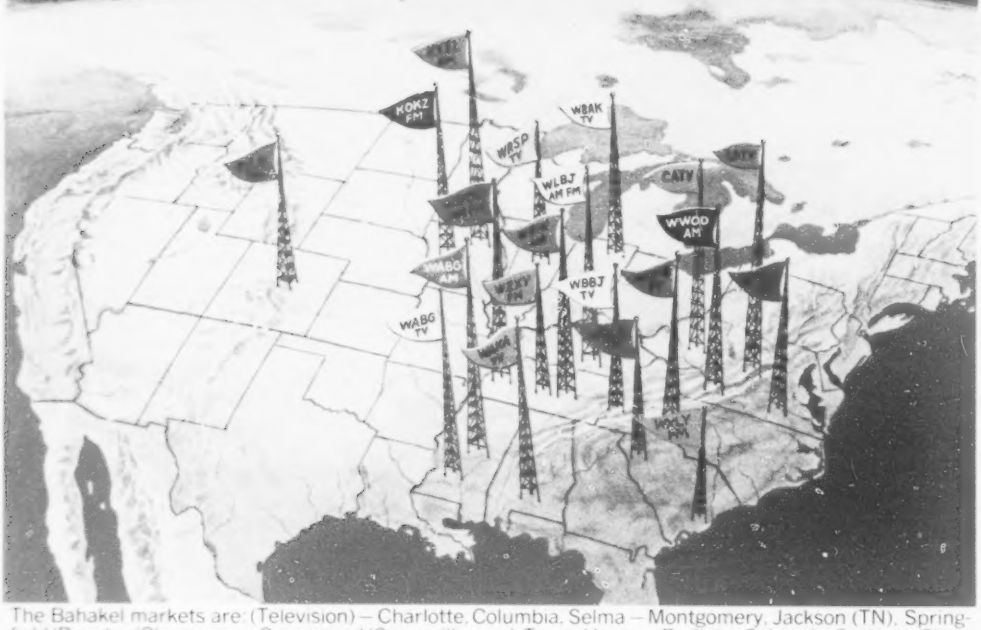

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Corporate Headquarters: P.O. Box 32488, Charlotte, N.C. 28232

55th Year 1986

FCC's AM Wishlist

NAB Equipment Preview

Vol. 110 No. 14

Broadcasting Apr 7

Technology preview for NAB 86
"At Large" with CBS's Joseph Flaherty
AM report preview by FCC

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NBC edges CBS in February sweeps

Closer analysis of race that appeared to be a dead heat shows NBC nudged ahead of CBS

Network analysis of the Arbitron and Nielsen diary data reveals that NBC squeaked out a small margin of victory over CBS in the prime time ratings. Based on the national overnight prime time ratings collected at the close of the sweep period, CBS and NBC were thought to have tied in February (BROADCASTING, March 3). But a closer look at the diaries shows that NBC won its first February sweeps in its history (a year earlier it won the demographics but lost the households to CBS). In addition, both CBS and NBC improved upon their year-ago performance, while ABC was off several percentage points.

An NBC analysis of both Arbitron (223 markets) and Nielsen (223 markets) data shows that NBC was up 9% in Nielsen and 7% in Arbitron over the February 1985 sweeps. NBC delivered an average 15,797,000 households per quarter hour in prime time based on Nielsen diaries, and 15,062,000 households based on Arbitron diaries.

NBC said that ABC was down 7% in Arbitron with 12,859,000 households, and CBS was up modestly (2%) from a year earlier with 14,902,000 households. In Nielsen, ABC was off 4% with 13,225,000 households and CBS was up 4% with 15,655,000 households.

A CBS analysis of 214 Arbitron February 1986 diaries—CBS traditionally does not perform analysis of the Nielsen diaries—showed that NBC boosted its delivery by 7.5% to 14,864,000 households. CBS was up 2.3% to 14,799,000 households and ABC was down 6.7% to 12,740,000 households.

The CBS analysis also said that combined network viewing increased 1.1% to 42,403,000 households per prime time quarter hour. However, since the overall U.S. households population has also increased slightly (1.2%), that nets out to a virtually flat performance compared to last year.

Using data based on 151 Arbitron-defined markets in which each of the networks has a full-time affiliate, CBS said that its affiliates were first in 68.5 markets during prime time, compared to 67.5 markets for NBC and 15 markets for ABC. In second place, CBS had 57.5 markets, NBC 54 markets and ABC 39.5 markets. Third place saw ABC in 96.5 markets, NBC in 29.5 markets, and CBS in 25 markets. (In the case of a two-way tie, each affiliate was awarded half a point).

That compares with 48 first-place finishes for NBC in February 1985, 64 for CBS and 35 for ABC.

NBC's analysis of the Arbitron markets had NBC ranked first in 93 markets, six fewer than a year ago. CBS led in 95 markets, 11 more than last year, and ABC was first in 30 markets, 10 fewer than a year ago. In Nielsen, NBC was first in 90 markets, 10 fewer than a year ago, CBS led in 101 markets, 23 more than last year, and ABC was first in 28 markets, 13 fewer than it had in February 1985.

According to CBS's analysis of Arbitron data, since February 1985 CBS affiliates increased their prime time delivery in 91 markets, slipped in 69 and showed no change in 22. NBC affiliates improved their audience in 109 markets, declined in 54 and recorded no change in 13. The ABC stations moved up in 36 markets, fell in 124 markets (70%) and held steady in 17.

Although starting with the same data, the networks present different numbers, usually with only slight differences. Questions such as whether to measure prime time programing that runs outside that daypart (such as overruns) and how to measure stations with multiple affiliations are responsible for the differences.

The following chart was developed by BROADCASTING from compilations of Arbitron market-by-market reports supplied by CBS. Household numbers are in thousands (000) per average quarter hour (8-11 p.m., Monday-Saturday; 7-11 p.m., Sunday). Boldface numbers indicate the market winner. A dash (—) indicates no primary affiliation in the market. An asterisk shows a new station in the market or an affiliation change between February 1985 and February 1986. A dagger (†) indicates a city included by Arbitron in another ADI. Not included are markets that Arbitron does not measure, including those in Hawaii, Alaska, and St. Thomas, Virgin Islands.

ADI (rank)	1986 households (000) ABC	CBS	NBC
Abilene-Sweetwater, Tex. (155)	18	22	**25**
Albany, Ga. (150)	4	—	**61**
Albany-Schenectady-Troy, N.Y. (51)	83	**103**	88
Albuquerque, N.M. (62)	69	53	**89**
Alexandria, La. (163)*	6	—	**41**
Alexandria, Minn. (172)	—	**40**	—
Alpena, Mich. (213)	—	**6**	—
Amarillo, Tex. (118)	**37**	27	28
Anniston, Ala. (193)	—	**13**	—
Ardmore-Ada, Okla. (173)	16	**21**	—
Atlanta (15)	173	203	**205**
Augusta, Ga. (105)	44	**45**	28
Austin, Tex. (79)	39	**59**	46
Bakersfield, Calif. (148)	22	**26**	25
Baltimore (21)	174	179	**189**
Bangor, Me. (153)	17	**26**	21
Baton Rouge (91)	**64**	58	46
Beaumont-Port Arthur, Tex. (122)	34	40	**44**
Bend, Ore. (208)	—	**5**	—
Billings-Harding, Mont. (165)	15	**18**	11
Biloxi-Gulfport-Pascagoula, Miss. (180)	**37**	—	—
Binghamton, N.Y. (134)	11	**50**	23
Birmingham, Ala. (47)	109	43	**114**
Bluefield-Beckley-Oak Hill, W.Va. (147)	27	—	**34**
Boise, Idaho (136)	21	25	**31**
Boston (6)	317	289	**332**
Bowling Green, Ky. (196)	**24**	—	—
Bristol, Va.-Kingsport, Johnson City, Tenn. (86)	25	54	**73**
Buffalo, N.Y. (35)	102	**109**	105
Burlington, Vt. (98)	11	**54**	43
Butte, Mont. (189)*	—	**13**	7
Casper-Riverton, Wyo. (185)	**15**	8	2
Cedar Rapids-Waterloo, Iowa (73)	56	53	**65**
Charleston, S.C. (106)	36	**50**	41
Charleston-Huntington, W.Va. (43)	72	92	**124**
Charlotte, N.C. (32)	102	**146**	61
Charlottesville, Va. (197)	—	—	**9**
Chattanooga (80)	50	50	**57**
Cheyenne, Wyo. (202)*	—	**17**	—
Chicago (3)	**518**	411	502
Chico-Redding, Calif. (140)*	**29**	25	8
Cincinnati (29)	102	**128**	126
Clarksburg-Weston, W.Va. (162)	—	**26**	23
Cleveland (11)	249	255	**264**
Colorado Springs-Pueblo (99)	37	37	**41**
Columbia, S.C. (87)	32	46	**89**
Columbia-Jefferson City, Mo. (137)*	20	**28**	**28**
Columbus, Ga. (115)	**51**	46	18
Columbus, Ohio (33)	98	134	**138**
Columbus-Tupelo, Miss. (135)	11	27	**50**
Corpus Christi, Tex. (121)	**32**	30	28
Dallas-Fort Worth (8)	244	**274**	237
Davenport, Iowa-Rock Island-Moline, Ill. (74)	51	60	**62**
Dayton, Ohio (48)	70	**106**	74
Denver (19)	145	145	**180**
Des Moines (66)	57	**78**	66
Detroit (7)	295	278	**342**
Dothan, Ala. (160)	7	**46**	—
Duluth, Minn.-Superior, Wis. (120)	31	32	**34**
El Centro, Calif.-Yuma, Calif. (182)*	—	4	**9**
El Paso, Tex. (104)	35	32	**46**
Elmira, N.Y. (167)	**14**	—	**14**
Erie, Pa. (138)	25	26	**46**
Eugene, Ore. (133)	28	**33**	17

ADI (rank)	1986 households (000) ABC	CBS	NBC
Eureka, Calif. (184)*		10	7
Evansville, Ind. (88)	52	46	46
Fargo, N.D. (102)	32	32	37
Flagstaff, Ariz. (206)			7
Flint-Saginaw-Bay City, Mich. (54)	61	47	98
Florence, S.C. (145)	22	66	
Fort Myers-Naples, Fla. (107)	22	43	36
Fort Smith, Ark. (149)	18	34	17
Fort Wayne, Ind. (93)	40	42	39
Fresno, Calif. (64)*	50	60	59
Gainesville, Fla. (170)	18		
Glendive, Mont. (214)		2	
Grand Junction, Colo. (177)	8	18	
Grand Rapids-Kalamazoo, Mich. (41)	89	88	108
Great Falls, Mont. (178)	14	14	
Green Bay, Wis. (68)	65	58	58
Greensboro-Winston Salem-High Point, N.C. (50)	87	106	90
Greenville-New Bern, N.C. (97)	26	65	60
Greenville-Asheville-Spartanburg, S.C. (37)	81	106	124
Greenwood-Greenville, Miss. (168)	32	14	
Hagerstown, Md. (194)			16
Harrisburg-Lancaster-Lebanon-York, Pa. (44)	63	79	120
Harrisonburg, Va. (200)	19		
Hartford-New Haven, Conn. (24)	122	183	91
Helena, Mont. (210)			7
Houston (10)	247	211	222
Huntsville-Decatur-Florence, Ala. (89)	61	52	48
Idaho Falls-Pocatello (159)	11	18	20
Indianapolis (23)	112	142	143
Jackson, Miss. (85)	29	64	62
Jackson, Tenn. (190)	29		
Jacksonville, Fla. (61)	50	89	57
Johnstown-Altoona, Pa. (81)	1	59	90
Jonesboro, Ark. (178)	31		
Joplin, Mo.-Pittsburg, Kan. (119)	32	37	37
Kansas City, Mo. (30)	115	133	127
Knoxville, Tenn. (60)	52	95	48
La Crosse-Eau Claire, Wis. (127)	12	34	41
Lafayette, Ind. (191)		13	
Lafayette, La. (111)	41	63	
Lake Charles, La. (171)			42
Lansing, Mich. (100)		63	47
Laredo, Tex. (199)	3	4	4
Las Vegas (96)	26	47	45
Laurel-Hattiesburg, Miss. (164)			32
Lexington, Ky. (77)*	44	69	51
Lima, Ohio (195)			20
Lincoln-Hastings-Kearney, Neb. (90)	27	51	16
Little Rock, Ark. (55)	75	76	82
Los Angeles (2)	530	521	624
Louisville, Ky. (49)	57	109	105
Lubbock, Tex. (141)	20	27	22
Macon, Ga. (132)	16	41	20
Madison, Wis. (109)	36	49	44
Mankato, Minn. (209)		13	
Marquette, Mich. (186)		21	
McAllen-Brownsville, Tex. (117)	30	32	25
Medford, Ore. (156)	12	20	29
Memphis (40)	73	119	115
Meridian, Miss. (174)	24	9	6
Miami (14)	159	181	176
Milwaukee (28)	105	111	130
Minneapolis-St. Paul (16)	171	195	169
Minot-Bismarck-Dickinson, N.D. (146)*	5	26	34
Missoula-Butte, Mont. (176)		13	17
Mobile, Ala.-Pensacola, Fla. (57)	64	95	78
Monroe, La.-El Dorado, Ark. (114)	16	62	26
Montgomery, Ala. (116)	21		64
Nashville (31)	93	144	138
New Orleans (34)	91	140	116
New York (1)	976	1,120	1,133

ADI (rank)	1986 households (000) ABC	CBS	NBC
Norfolk-Portsmouth, Va. (46)	73	96	93
North Platte, Neb. (212)			9
Odessa-Midland, Tex. (144)	26	30	23
Oklahoma City (36)	80	115	99
Omaha (70)	68	67	73
Orlando-Daytona Beach, Fla. (27)	116	119	143
Ottumwa, Iowa-Kirksville, Mo. (204)	19		
Paducah, Ky.-Cape Girardeau, Mo. (75)	36	72	63
Palm Springs, Calif. (183)	8		7
Panama City, Fla. (175)	17		25
Parkersburg, W.Va. (198)			9
Peoria, Ill. (100)	39	39	44
Philadelphia (4)	483	426	464
Phoenix (22)	107	152	133
Pittsburgh (12)	238	254	202
Portland, Ore. (25)	98	120	126
Portland-Poland Spring, Me. (76)	50	46	58
Presque Isle, Me. (205)		9	
Providence, R.I.-New Bedford, Mass. (42)	91	92	113
Quincy, Ill.-Hannibal, Mo. (152)		32	30
Raleigh-Durham, N.C. (38)	98	112	45
Rapid City, S.D. (161)	23		15
Reno (125)	28	23	26
Richmond, Va. (63)	66	92	70
Roanoke-Lynchburg, Va. (72)	43	81	69
Rochester, N.Y. (71)	56	62	63
Rochester, Minn.-Mason City, Iowa (142)	25	19	28
Rockford, Ill. (112)	31	35	36
Roswell, N.M. (181)		17	
Sacramento-Stockton, Calif. (20)	122	139	184
St. Joseph, Mo. (188)	20		
St. Louis (18)	158	198	204
Salinas-Monterey-San Jose, Calif. (110)	42	24	45
Salisbury, Md. (156)	13	22	
Salt Lake City (39)	92	100	110
San Angelo, Tex. (192)		13	
San Antonio, Tex. (45)	70	107	86
San Diego (26)	89	117	98
San Francisco (5)	259	313	307
Santa Barbara-Santa Maria, Calif. (113)	29	26	20
Sarasota, Fla. (157)	21		
Savannah, Ga. (108)*	22	47	39
Seattle-Bellingham-Tacoma (13)	157	155	206
Selma, Ala. (210)		30	
Shreveport, La.-Texarkana, Tex. (53)	76	78	68
Sioux City, Iowa (129)	31	14	34
Sioux Falls-Mitchell, S.D. (95)	41	59	26
South Bend-Elkhart, Ind. (84)	43	58	63
Spokane, Wash. (78)	48	54	58
Springfield, Mass. (103)	31		45
Springfield, Mo. (83)	23	55	64
Springfield-Decatur-Champaign, Ill. (69)	49	65	67
Syracuse, N.Y. (67)	54	84	83
Tallahassee, Fla. (130)	13	54	8
Tampa-St. Petersburg (17)	162	206	188
Terre Haute, Ind. (131)	11	39	40
Toledo, Ohio (65)	56	87	90
Topeka, Kan. (143)	14	31	23
Traverse City-Cadillac, Mich. (139)	16	41	36
Tucson, Ariz. (62)	37	42	49
Tulsa, Okla. (52)	85	76	74
Tuscaloosa, Ala. (187)		11	
Twin Falls, Idaho (202)*		10	
Tyler, Tex. (154)	48	10	
Utica, N.Y. (158)	14		26
Victoria, Tex. (207)	6		7
Waco-Temple, Tex. (94)*	18	48	37
Washington (9)	212	255	251
Watertown-Carthage, N.Y. (169)		22	
Wausau-Rhinelander, Wis. (128)	27	40	14
West Palm Beach-Ft. Pierce, Fla. (56)	45	27	64

ADI (rank)	1986 households (000) ABC	CBS	NBC	ADI (rank)	1986 households (000) ABC	CBS	NBC
Wheeling, W.Va.-Steubenville, Ohio (124)		**48**	46	Wilmington, N.C. (151)	33	8	**61**
Wichita-Hutchinson, Kan. (59)	51	**74**	66	Yakima, Wash. (123)	20	**33**	27
Wichita Falls, Tex.-Lawton, Okla. (126)	24	**27**	**27**	Youngstown, Ohio (92)	44	57	**62**
Wilkes Barre-Scranton, Pa. (58)	**105**	64	93	Zanesville, Ohio (201)	—	—	**11**

Ampex, Sony join forces on video recording front

But Matsushita isn't taking the news lying down; it may have NBC as trump card in planned introduction of new half-inch M-II format

An unexpected alliance between Sony and Ampex—the two largest sellers of broadcast video recorders—has turned the long-escalating rivalry over small-format video between Sony and fellow Japanese manufacturer Matsushita into a full-scale war which could well encompass the entire range of broadcast video recorder formats.

In announcements made in anticipation of next week's National Association of Broadcasters annual equipment exhibition in Dallas, Ampex said last Thursday it had agreed to license Sony's Betacam half-inch video format and design equipment to an enhanced version of Betacam dubbed "SP." Sony also said Thursday it will join Ampex in standardizing an Ampex-developed composite digital technology and intends to build studio videotape recorders to the format.

Ampex representatives described the agreements as a "cross-licensing arrangement of sorts," and the agreements appeared to carry the elements of a mutual arrangement, with Ampex receiving support for its controversial nonstandard composite digital technology (international standards efforts have centered on component digital) in return for providing Sony's Betacam with a critical second source with which to increase its domination of the still slow-growing small-format market.

A Sony spokesman denied, however, that the agreements between the two companies, which together already are believed to control as much as 80%-90% of the U.S. broadcast videotape recording market, were related, and said the timing of the announcements was purely "coincidental."

For a brief period following the announcement, it appeared Matsushita could be outflanked by the two companies, just as its U.S. arm Panasonic was preparing the release of first details on its new half-inch M-II format product family. M-II is to be marketed both as a newsgathering tool and as a studio product to replace the commonly used one-inch Type C studio format.

But Matsushita, Japan's largest corporation, appears to remain determined to penetrate the U.S. broadcast market and may have found what could become a powerful foothold with which to win penetration in the U.S. market. NBC's Michael Sherlock, executive vice president of operations and technical services, told BROADCASTING last Friday that the network expects to end its 18-month search for a new video format this week and gave strong indications it is leaning toward the selection of M-II to fulfill its desire for a "universal" video format.

M-II is of little interest as a video format to Capcities/ABC, however, according to Julius Barnathan, president, Broadcasting Operations and Engineering. Barnathan instead praised the Ampex-Sony announcements as "wonderful" and "healthy for the marketplace," and although he said the network had made no commitment to Betacam, he seemed greatly encouraged there were now two manufacturers of the format. (One network, CBS, already decided last year to purchase Betacam equipment from Sony.)

Matsushita is making its own effort to find additional sources to manufacture its M-II line, which will initially include a studio and field recorder and camera available next fall and a portable field edit package available in 1987. At least one manufacturer, JVC, of which Matsushita owns a controlling interest, will affiliate with the company to manufacture and market the gear.

The Ampex decision to re-enter the half-inch arena was apparently prompted by developments of an enhanced version of Betacam, which Sony plans to demonstrate in a prototype version at a technology exhibit at NAB next week. Earlier in the 1980's, Ampex marketed Matsushita-manufactured camera-recorders using M-II's precursor, M-format, but it sold few, if any, of the units, and has since argued half-inch could serve only as an "interim" format.

Mark L. Sanders, vice president and general manager of Ampex Audio-Video Systems Division, told reporters at a press conference in New York last Thursday that, based on the enhanced version of Betacam, "Ampex has become convinced that Betacam is the format of choice." Ampex still maintains, however, that half-inch is an "interim" format and that Sony would agree—eight millimeter digital will ultimately be the industry's standard small format.

Although Sony's worldwide sales of Betacam have reached 25,000 units, with 5,000 to 6,000 sold in the U.S. market for an estimated 16% penetration of the ENG market, Sanders said the existing three-quarter-inch U-matic format has remained "ubiquitous," primarily because, despite the advantages of new formats, there have been "too many choices."

The Betacam SP (superior performance), like Matsushita's M-II, will use a metal particle video tape formulation in place of existing metal oxide tape, gaining improvements in cassette play time, luminance (monochrome) bandwidth and signal-to-noise ratio. But unlike M-II, which is incompatible with Matsushita's M-format products, the new Betacam SP and existing Betacam products are essentially interchangeable, with SP tapes playable on both lines and the only limitations being the inability of Betacam to record or edit on SP tapes.

In order to maintain that compatibility, however, some say Sony has had to make certain trade-offs for the format that Matsushita did not—for example, Sony's Betacam SP long-playing 90-minute cassette is apparently larger in size than the standard cassette used by M-II and so less likely to be appropriate for field use.

Sony has set its goal for production models of Betacam SP for 1987, although it has not yet decided how broad the product line

Format foray. Sanders of Ampex (at podium) announcing video format agreements at press conference in New York last week. Also present from Ampex were (l-r) Michael D'Amore, director of worldwide marketing; Joachim (Jock) Diermann, business manager, video recording, and Philip Ritti, director of marketing, Magnetic Tape Division.

surance show for *Catch Phrase* in December when it became evident the ratings for the latter did not bode well for a sustainable future. *Perfect Match* was developed in-house at Telepictures and went on the drawing boards shortly after the 1985 NATPE convention in San Francisco. *Perfect Match* and *81 Million Chance of a Lifetime* were the first two Telepictures shows to be completely developed and produced in-house. Although originally slated for a fall 1986 premiere, *Perfect Match* was rolled out early when it became clear *Catch Phrase* was not doing well. □

CBS pilot addenda

Additional pilot orders have been disclosed by CBS-TV for the 1986-87 prime time season (BROADCASTING, March 17). Programs announced include:

Half-hours

■ *Blue Skies*. CBS Productions. A comedy starring Beau Bridges, Debra Engle and Kim Hauser about a divorced New Yorker who marries an Idaho widower and moves to a Midwestern farmhouse, where their disparate families are merged. Glenn Jordan is the director. Carol McKeand and Mark Sawasky the writers. Executive producers are Carol and Nigel McKeand.

■ *Mixed Company*. Lorimar Television. Jordan Moffet writes and Joel Zwick directs this comedy exploring the personal lives of six off-beat New York City fire fighters.

■ *Shelley*. The Landsburg Co. Shelley Winters stars as "a happily-married wife and grandmother who has elected to transform her 'quiet' retirement years into the hectic world of motherhood when she and her husband adopt three boisterous kids." Michael and Jake Weinberger are the producers and writers, with a director to be announced.

■ *Together We Stand*. Universal Television in association with Al Burton Productions and Redwood Productions. A domestic situation comedy about an American family consisting of one natural-born son and three adopted children from three ethnic backgrounds. The writer is Michael Jacobs, director Alan Rafkin.

■ *Woodbrothers*. An upscale, contemporary comedy about two life-long friends suddenly reunited after one becomes a yuppie and the other a committed idealist. Directed by Gene Reynolds and written by David Chambers.

Ready to play ball. New York Yankees and superstation WPIX-TV New York have reached a compromise on the presentation of news and Yankee baseball. The station will carry 33 weeknight home games in their entirety beginning at 7:30 p.m. After much deliberation over the Yankees' new and earlier 7:30 p.m. start for home games, WPIX said it would pick up those contests "in progress" at 8 p.m. because it did not want to move its *Independent Network News* broadcast from its 7:30 p.m. slot. The compromise calls for WPIX to present three "newsbreaks" between innings during game telecasts and to preempt its 30-minute newscast, while maintaining the option of going to 7 o'clock newscasts later in the season.

Hours

■ *All The News*. Universal Television. A drama about the world of crime reporting, focusing on a group of big-city journalists and their police contacts. Dan Pyne is the writer, Rick Rosenthal the director and William Sackheim the producer. Creative consultants are Richard Levinson and Bill Link.

■ *Downtown*. Ron Samuels Productions. A drama about a hard-core Los Angeles policeman who is supervising a group of four colorful parolees, who fight rehabilitation every step of the way. Don Petrie is the director, Marc Norman producer and writer. Cast members announced are Michael Nouri, Robert Englund, Millicent Martin, Blair Underwood and Mariska Hargitay.

■ *Power's Play*. Furia Oringer Productions in association with Procter & Gamble Productions. An action-adventure series about a young woman who suddenly inherits a multi-million-dollar empire and a dashing, impetuous business partner. John Furia is the executive producer. Writers are Harry and Renee Longstreet, Noreen Stone and James David Buchanan. Cast and director to be announced.

■ *R.E.L.A.X.* CBS Productions. An action drama that "spotlights an elite law enforcement task force that operates out of the country's most notorious smuggling crossroads: Los Angeles International Airport." Alan Levin and Bernie Sofronski are supervising producers, Paul Michael Glaser is the director and Floyd Mutrux the writer. □

Lowest-rated Oscars still lift ABC to tie NBC

For the second time in two weeks, the prime time ratings ended in a tie, with ABC and NBC each having a 15.8 average rating and 26 average share for the week of March 24-30. The previous week NBC and CBS tied. CBS scored a 14.2/24 for the week.

ABC's ratings strength came from the *58th Annual Academy Awards* (despite a new low in ratings for the show at 27.3/43) and its regular schedules on Tuesday and Wednesday. ABC had five top 10 shows (including a tie for 10th place).

ABC premiered *Perfect Strangers* behind the Mrs. Garvey *Who's the Boss* (22.6/36), and it came in eighth with a 21.3/33. ABC's two other premieres did not fare as well. *Mr. Sunshine* and *Joe Bash* on Friday night got a 13.2/23 and 11.3/19, respectively.

NBC won on Thursday, Friday and Saturday, with four of the top 10 shows including first- and second-ranked repeats of *The Cosby Show* (32.5/54) and *Family Ties* (28.5/47). CBS had a Sunday win on the strength of its normal lineup, which included the ninth-ranked *CBS Sunday Night Movie* (21.3/35).

CBS's premiere of *Morningstar/Eveningstar* on Tuesday from 8 to 9 (pt) (4.9/7.15), and dragged down the rest of that night's lineup to make it the lowest-rated night on a network during the week.

HUT levels for the week were at 60.1, down 4% from a 62.7 for the same week a year ago. Combined network ratings were at 45.8, down 5% from a 48.3 last year. And combined network ratings were at 76.7, compared to a 76.8 last year.

Rank	Show	Network	Rating/Share

Rank	Show	Network	Rating/Share

Rank	Show	Network	Rating/Share

TL; change ERP to [illegible] kw, and change HAAT to [illegible] ft. App. March 26.

- WMEV-FM (93.9 mHz; Marion, Va.) Seeks CP to change ERP to [illegible] kw; change HAAT to [illegible] ft.; and make changes in ant. sys. App. March 26.
- WXLK (92.3 mHz; Roanoke, Va.) Seeks CP to make changes in ant. sys. App. March 26.

TV's

- WZTV (ch. 17; Nashville, Tenn.) Seeks MP to change HAAT to [illegible] ft.; replace aur. and vsual trans.; and change ERP. App. March 25.
- KCKT (ch. 13; Cut Bank, Mont.) Seeks MP to change ERP to 4.994 kw aur. and 45.4 kw vsual; change HAAT to [illegible] ft.; and change ant. sys. App. March 27.

Actions

AM's

- KJHX (1240 kHz; Hayden, Colo.) Granted CP to change TL and make changes in ant. sys. Action March 1.
- KSSS (1240 kHz; Colorado Springs, Colo.) Granted mod. of CP to increase day power to 5 kw, change TL and make changes in ant. sys. Action March 29.
- WOL (1340 kHz; Washington, D.C.) Granted assignment of license from Spanish Broadcasting System of Washington, Inc. to Radio Unica Corporation. Action March 29.
- KRNT (1350 kHz; Des Moines, Iowa) Granted CP to make changes in ant. sys. Action March 1.
- WSGH (1580 kHz; Brunswick, Me.) Granted CP to make changes in ant. sys. Action March 1.
- KKOW (1230 kHz; Pleasanton, Tex.) Granted CP to change TL. Action March 29.
- KBGE (1590 kHz; Mount Vernon, Wash.) Granted CP to change TL. Action March 29.
- KJAY (1370 kHz; Topeka, Kan.) Granted CP to make changes in ant. sys. Action March 29.
- KNBU (1260 kHz; Roseburg, Ore.) Granted CP to change freq. to 1550 kHz and change power to 1 kw. Action March 24.
- WSWA (1070 kHz; Birmingham, Ala.) Granted CP to change TL. Action March 29.
- WLEE (1400 kHz; Richmond, Va.) Granted CP to operate by remote control. Action March 29.
- KYXI (990 kHz; Mercer Island, Wash.) Granted CP to increase night power to 5 kw and change TL. Action March 29. Mercer Island Seattle, Wash. Action March 29.

FM's

- *WCJB (91.9 mHz; Brownsville, Tenn.) Granted app. to change freq. to 89.5 mHz; change ERP to [illegible] kw; and install DA. Action March 19.
- KHUC (94.7 mHz; Rancho Cucamonga, Calif.) Granted app. to change TL; change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March 29.
- KUTE (100.9 mHz; Ukiah, Calif.) Granted app. to change ERP to 2.98 kw. Action March 1.
- WAFM (94.3 mHz; Lakeland, Fla.) Granted app. to change TL; change HAAT to [illegible] ft.; and make changes in ant. sys. Action March 19.
- WAMG (100.7 mHz; Jacksonville, Ill.) Granted app. to change TL. change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March 19.
- WZDM (92.1 mHz; Vancouver, Ind.) Granted app. to change TL; change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March 19.
- *WHQH (88.3 mHz; Concord, Mass.) Granted app. to change ERP to 3 kw and change HAAT to [illegible] ft. Action March 24.
- KMGA (105.9 mHz; Alcoa, Miss.) Granted app. to change ERP to 3.95 kw. change HAAT to [illegible] ft.; change TL; and make changes in ant. sys. Action March 25.
- KUGF-FM (97.1 mHz; Montgomery, Kansas) Granted app. to change TL; change ERP to 3.95 kw and change HAAT to [illegible] ft. Action March 29.
- *KVSC (88.1 mHz; St. Cloud, Minn.) Granted app. to change TL. Action March 19.
- KLZS-FM (100.9 mHz; Cape Girardeau, Mo.) Granted app. to change TL and change HAAT to 982 ft. Action March 19.
- *WUNY (89.5 mHz; Utica, N.Y.) Dismissed app. to change ERP to 6.28 kw; change HAAT to [illegible] ft.; and make changes in ant. sys. Action March 19.
- WPCM (97.1 mHz; Burlington-Graham, N.C.) Dismissed app. to change TL and change HAAT to [illegible] ft. Action March 29.
- WKeV-FM (96.7 mHz; Rockmart, Ga.) Granted app. to change TL; change ERP to 3.5 kw and change HAAT to [illegible] ft. Action March 29.
- KCBC-FM (94.7 mHz; Kansas, Ill.) Dismissed app. to install new ant. sys. Action March 29.
- WKNU (96.9 mHz; Saint Louis, Mo.) Dismissed app. to change ERP to 3 kw. Action March 29.
- KAMJ (98.7 mHz; Bossier City, La.) Granted app. to change TL; change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March 29.
- KWKS (95.1 mHz; Sterling, Colo.) Granted app. to change TL; change ERP to [illegible] kw and change HAAT to [illegible] ft. Action March 29.

TV

- [illegible]

Applications

New FM

New TV

Summary of Broadcasting

[illegible]

Service	On Air	CP's	Total *
[illegible]			

Grants

New AM

New FM

New TV

Existing AM's

Existing FM's

Existing TV